

**Syllabus for**  
**Bachelor of Arts (HONS)**  
**Journalism and Mass Communication**  
**based on CBCS with LOCF**  
**(Three Years/ Six Semesters)**

(To be implemented from the Academic Session: 2022-  
2023)

Degree: B.A. (HONS) in Journalism and Mass Communication

**Department of Journalism and Mass  
Communication**  
**School of Studies of Arts**  
**Guru Ghasidas Vishwavidyalaya**  
**Bilaspur (C.G.) – 495009**

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**Semester Wise Courses**

Semester	Course	Course Code	Course Name	Credits	L/T/P	Internal Assessment Exam (Max. Marks 30)	End Semester Exam (Max. Marks 70)
<b>I</b>	C1	JMUATT1	Introduction to Journalism	5	4+1+0	30	70
	C2	JMUATT2	Introduction to media and Communication	5	4+1+0	30	70
	GE1	JMUATG1	Basics of Journalism	5	4+1+0	30	70
	AEC1	JMUATA1 JMUATA2	Photography Radio Production	2	2+0+0	30	70
	SEC1	JMUATL1 JMUATL2	Media Industry and Management Media, Gender and Human Rights	2	2+0+0	30	70
	Additional Credit Course						
	<b>Total</b>			<b>19</b>			
<b>II</b>	C3	JMUBTT3	Reporting and Editing for Print	5	4+1+0	30	70
	C4	JMUBTT4	Media and Cultural Studies	5	4+1+0	30	70
	GE2	JMUBTG2	Photography	5	4+1+0	30	70
	AEC2	JMUBTA2	Offered from the pool	2	2+0+0	30	70
	SEC2	JMUBTL2	Documentary Production	2	2+0+0	30	70
	Additional Credit Course						
	<b>Total</b>			<b>19</b>			
<b>III</b>	C5	JMUCTT5	Introduction to Broadcast Media	5	4+1+0	30	70
	C6	JMUCTT6	History of the Media	5	4+1+0	30	70
	C7	JMUCTT7	Advertising and Public Relations	5	4+1+0	30	70
	GE3	JMUCTG3	Film Appreciation	5	4+1+0	30	70
	AEC3	JMUCTA3	News Reporting	2	2+0+0	30	70
	Additional Credit Course						
	<b>Total</b>			<b>22</b>			
	C8	JMUDDT8	Introduction to new media	5		30	70
	C9	JMUDDT9	Development	5		30	70

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IV			Communication				
	C10	JMUDTT10	Media Ethics and the law	5		30	70
	GE4	JMUDTG4	Documentary Production	5		30	70
	AEC4	JMUDTA4	Public Relations	2		30	70
	Internship*			6**			
	Additional Credit Course						
	<b>Total</b>			<b>22 + 6</b>			
V	C11	JMUETT11	Global media and Politics	5		30	70
	C12	JMUETT12	Advanced Broadcast Media	5		30	70
	DSE1	SS/EC/DSE-501A	A. Media Industry and Management B. Print Journalism and Production	5		30	70
	DSE2	SS/EC/DSE-501B	A. Photography B. Media, Gender and Human Rights	5		30	70
	AEC5	JMUETA5	Corporate Communication	2		30	70
	Additional Credit Course						
	<b>Total</b>			<b>22</b>			
VI	C13	JMUFTT13	Advanced New Media	5		30	70
	C14	JMUFTT14	Communication Research and Methods	5		30	70
	DSE3	SS/EC/DSE-502A	A. Multimedia Journalism B. Introduction to Film Studies	5		30	70
	Seminar			2			100
	Dissertation/Project	JMUFD1		6			100
	Additional Credit Course						
	<b>Total</b>			<b>23</b>			
MOOC's				<b>2-5</b>			

\* May be offer during summer

\*\* Technical and Professional Programs may opt for internship or apprenticeship in full semester as a 24 credits course in lieu of course C13, C14, DSE3, DSE4/ Dissertation. Dissertation/Project and Internship would be of 100 marks.

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\*\*\* MOOC's courses should be offered at least one time during entire UG programme in lieu of Core Course. If the core is not available any course similar to Generic elective, Discipline specific elective, AEC course, Skill enhancement course may be offered on MOOC's platform. If any such course related to your subject is not available on MOOC's platform, department may continue with regular courses.

The above syllabus is based on CBCS system with LOCF.

**Pos(Programme Outcomes):**

**PO1.** To impart the in- depth knowledge of the concept and the role of the Journalism and the Mass Communication

**PO2.** To inculcate the skills required in the field of Journalism and Mass C communication so that the students can match the needs of the media industry and the other relevant domains of mass communication .

**PO3.** To impart the required ethical values to the students so that they can follow the best traditions and practices in applying their knowledge and skills in working with the media industry and in the different aspects of development.

**PSOs(Programme Specific Outcome):**

**PSO1.** Students will learn the concept of journalism and different aspects of mass communication

**PSO2.** Students will acquaint with the required skills and practices of the journalism and the mass communication

**PSO3.** Students would identify, demonstrate and apply the writing skills for print, audio, audio-visual production, editing, dissemination of messages in various ranges of media platforms and contents

**PSO4.** Students will learn the ethical norms, rules and regulation so that they can apply and practice more rationally, responsibly and constructively in their respective domains of communication.

**Note: Abbreviations-**

**PO=**Programme Outcome

**PSO=**Programme Specific Outcome

**CO=** Course Outcome

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## **SEMESTER V**

### **C11 JMUETT11 Global Media and Politics**

#### **Course Objectives:**

1. To know the international communication order
2. To understand the information flow in the world
3. To know the issues of international communication and global media
4. To understand the role of media in globalisation and global market

#### **Course contents:**

##### **Unit 1:**

Media and international communication: The advent of popular media- a brief overview  
Propaganda in the inter-war years: Radio and international communication

##### **Unit II:**

Media and super power rivalry: Media during the Cold War, Vietnam War, Disintegration of USSR; Radio free Europe, Radio Liberty, Voice of America Communication debates: NWICO, McBride Commission and UNESCO, Unequal development and Third World concerns: North-South, Rich – Poor

##### **Unit III**

Global Conflict and Global Media, World Wars and Media Coverage post 1990: Rise of Al Jazeera, The Gulf Wars: CNN's satellite transmission, embedded Journalism, 9/11 and implications for the media

##### **Unit IV:**

Media and Cultural Globalization, Cultural Imperialism, Cultural politics: media hegemony and Global cultures, homogenization, the English language, Local/Global, Local/Hybrid

##### **Unit V:**

Media and the Global market, Discourses of Globalisation: barrier-free economy, multinationals, Technological developments, digital divide, Media conglomerates and monopolies: Ted Turner/Rupert Murdoch, Global and regional integrations: Bollywood, Entertainment: Local adaptations of global programmes KBC/Big Boss/Others

#### **Course outcomes:**

1. Understanding of the concept of international communication
2. Understanding of the flow of information at global level
3. Understanding of the issues of the world information flow and global media
4. Learning the role of media in the cultural promotion, the global market and the globalisation

#### **Suggested readings:**

- DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press, 2003.
- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.
- Communication and Society, Today and Tomorrow " *Many Voices One World*" Unesco Publication, Rowman and Littlefield publishers, 2004.
- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and Francis Publication, 2012.
- DayaKishanThussu. *War and the media: Reporting conflict 24x7*, Sage Publications, 2003.
- Stuart Allan and Barbie Zelizer. *Reporting war: Journalism in war time*, Routledge Publication, 2004.
- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press, 2003.
- Yadava, J.S, *Politics of news*, Concept Publishing and Co. 1984.
- Zahida Hussain and Vanita Ray. *Media and communications in the third world countries*, Gyan Publications, 2007.
- Historical Introduction*. (2nd Edition) Wiley-Blackwell, 2009. pp.82-135, 208-283.

#### **Internal Assessment:**

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The internal assessment will be based on assignments, group discussions and tests conducted in class.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	2	1	1
CO2	3	3	2	3	3	2	3
CO3	3	2	3	3	2	2	3
CO4	3	2	2	3	2	2	2

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## C12 - JMUETT12 -Advanced Broadcast Media

### Course Objectives:

1. To know about Public Service Broadcasting and its model in India
2. To understand the structure and working of a broadcast channel
3. To learn the advanced techniques for radio production
4. To learn the advanced techniques for television production

### Course contents:

#### Unit I-

Public Service Broadcasting, Public Service Model in India (Policy and laws), Global Overview of Public Service Broadcasting, Community Radio, Community Video, Participatory Communication, Campus Radio

#### Unit II-

Private Broadcasting, Private Broadcasting Model in India; Policy and Laws, Structure, Functions and Working of a Broadcast Channel, Public and Private partnership in television and Radio programming (India and Britain case studies)

#### Unit III:

Broadcast Genres- Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

#### Unit IV:

Advanced Broadcast Production I - (Radio), Writing and Producing for Radio Public Service Advertisements ,Jingles, Radio Magazine shows

#### UNIT V –

Advanced Broadcast Production II - (Television), Mixing Genres in Television Production-, Music Video for social comment/as documentary, Mixing ENG and EFP, Reconstruction in News based Programming

### Suggestive projects

- Script writing
- Presentation of experimental genere in Radio/ TV
- Presentation about PSBT and such organizations.
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

### Course outcomes:

1. Understanding about the Public Service Broadcasting and its model in India
2. Understanding of the functions, structure and working of a broadcast channel
3. Learning of the advanced broadcast production for radio
4. Learning of the advanced broadcast production for television

### Readings

- A. Glen Creeber, Toby Miller and John Tulloch, The Television Genre Book (London:British Film Institute, 2009)
- B. Robert B Musburger and Gorham Kindem, Introduction to media Production, (Elsevier:Focal Press Focal Press)Pg-95-133, 179-212
- C. AmbrishSaxena, Radio in New Avatar- AM to FM,(Delhi: Kanishka) , Pg- 92-138,271-\_\_\_\_\_307
- D. Ted White and Frank Barnas, Broadcast News, Writing Reporting & Producing, (Elsevier,FocalPress ,2012) 3-17, 245-257, 279-286

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	2	1	1
CO2	3	2	3	3	2	2	3
CO3	3	1	2	3	2	1	2
CO4	3	2	1	3	2	2	1

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## DSE 1: SS/EC/DSE/501A- (Elective Discipline Specific) Semester V

### A-Media Industry and Management

#### Course Objectives:

1. To understand the concept of Media Management
2. To understand the media industry ,its issues and challenges
3. To learn about the structure of news media organisation, media economics and entrepreneurs

#### Course contents:

##### UNIT - 1

Media Management: Concept and Perspective, Concept, origin and growth of Media Management, Fundamentals of management, Management School of Thought

##### UNIT – 2

Media Industry: Issues & Challenges, Media industry as manufacturers- Manufacturing Consent, news and content management., Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts, Changing Ownership patterns

##### UNIT – 3

Structure of news media organizations in India., Role responsibilities & Hierarchy, Workflow & Need of Management, Shift Patterns, Circulation & Guidelines

##### UNIT - 4

Media Economics, Strategic Management and Marketing, Understanding Media Economics- Economic thought, Theoretical foundations, issue and concerns of media economics. Capital inflow, Budgeting, Financial management, and personnel Management, Strategic Management, Market forces

##### UNIT - 5

Case Studies., Visionary Leadership- Media Entrepreneurs, Qualities and Functions of media managers., Indian and International Media Giants- Case Studies

#### Course outcomes:

1. Learning the concept and techniques of Media management
2. Understanding of the issues and challenges of media industry
3. Understanding the structure of news media organisation, media economics and entrepreneurs

#### Suggested Readings

- Vinita KohliKhandeka, Indian Media Business, Sage
- PradipNinan Thomas, Political Economy of Communications in India, Sage
- Lucy Kung, Strategic management in media, SAGE
- Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications
- Jennifer Holt and Alisa Perren, (Edited) Media Industries-History, Theory and Method, Wiley- Blackwel
- John M. lavine and Daniel B. Wackman, Managing Media Organisation

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	1	1	1
CO2	3	2	1	3	2	2	1
CO3	2	2	3	2	2	2	3
CO4	3	3	1	3	2	3	1



## **DSE 1: SS/EC/DSE/501A (Elective Discipline Specific) B- Print Journalism and Production**

### **Course Objectives:**

1. To learn the specialised reporting for different beats of reporting
2. To understand the trends in print journalism
3. To learn the production of newspaper
4. To learn the printing and editing technology of newspaper & magazine

### **Course contents:**

#### **Unit 1:**

Specialized Reporting, Business/economic, Parliamentary, Political

#### **Unit 2:**

Trends in Print journalism, Investigative journalism/ Sting operations and related case studies  
Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and control.

#### **Unit 3:**

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

#### **Unit 4**

Technology and print, Modern Printing Processes, DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.), Picture Editing and Caption Writing,

#### **Unit 5:**

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines  
Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspapers and Magazines

### **Course outcomes:**

1. Learning of the specialised reporting for different beats
2. Understanding of the trends in print journalism
3. Learning of the principles of lay-out designing
4. Learning of the modern printing and the advanced editing technologies used in the production of newspaper and magazine

### **Suggested Readings**

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC, New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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## **DSE 2: SS/EC/DSE/501B- (Elective Discipline Specific) Semester V**

### **A-Photography**

#### **Course Objectives:**

1. To know the historical development of photography
2. To understand the mechanisms of photography
3. To understand the uses of lights in photography
4. To learn the techniques of digital photography and editing
5. To learn Photo Journalism

#### **Course contents:**

##### **UNIT I**

Introduction to Photography, A brief History of Photography- Camera Obscura to the daguerreotype process, Technical history of photography: Persistence of Vision, Camera Obscura,, Muybridge Experiment (Leaping horse), The photographic process, A brief glimpse into the Dark Room Development of a Photograph, Modernization of Photography and its use in Mass Media

##### **UNIT II**

Understanding the mechanisms of Photography, Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view) , Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter), Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and Focus and Depth of Field

##### **UNIT III**

Understanding Light and Shadow

Natural light and Artificial Light, The Nature of Light- Direct Light, Soft light, Hard light, Directional Light., Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes, Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc), Three Point Lighting Technique and Metering for Light, Filters and Use of a Flash Unit

##### **UNIT IV**

DIGITAL Photography and Editing, Sensor Sizes , Formats and Storage, Introduction to Editing and Digital Manipulation, Brightness, Contrast, Mid tones, Highlights, Colour tones, Basics of Photoshop, Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

##### **UNIT V**

Photojournalism, Brief History – Global & Indian, Application & Ethics and Law in Digital Imaging (Ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc., Copyright Law etc.), Approaches to documenting reality- (Discussion on Capa's 'The Falling Soldier', Objective Truth or Staged Representation), War Photojournalism

#### **Course outcomes:**

1. Understanding of the historical growth and development of photography
2. Learning the operation of camera
3. Learning of the uses of various types of lighting in photography
4. Learning of the techniques of Digital Photography and Editing
5. Learning of the basics of the Photo Journalism

#### **Suggested Readings:**

Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003. The Photographer's Guide to Light by Freeman John Collins & Brown, 200

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	1	1
CO2	3	2	1	3	2	2	1
CO3	3	2	2	3	2	2	2
CO4	3	2	3	3	2	2	3

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## Semester V

### DSE 2 : SS/EC/DSE/501B (Elective Discipline Specific) B- Media, Gender and Human rights

#### Course Objectives:

1. To understand the role of media in the social world
2. To understand the conceptual framework in Gender studies
3. To know the role of media in human rights

#### Course contents:

##### Unit I

Media and the social world, Media impact on individual and society, Democratic Polity and mass media, Media and Cultural Change, Rural-Urban Divide in India: grass-roots media

##### Unit II

Gender Conceptual Frameworks in Gender studies, Feminist Theory, History of Media and Gender debates in India (Case studies), Media and Gender - Theoretical concerns., Media and Masculinity, Media: Power and Contestation, Public Sphere and its critique, "Public sphere" of the disempowered?

##### Unit III

Media and Social Difference: class, gender, race etc. Genres – Romance, Television, Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.

##### Unit IV

Media and Human Rights, Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Right, Human Rights and Media ( Case Studies)

Presentation: Representation of Human Rights issues and violations in International and Media

#### Course outcomes:

1. Understanding of the role of media in social world
2. Understanding of the conceptual framework regarding in Gender studies
3. Understanding of the role of the media in human rights

#### Essential Readings

1. Street, John. *Mass media, politics and democracy*. Palgrave Macmillan, 2011.
2. Balnaves, Mark, Stephanie Donald, and Brian Shoesmith. *Media theories and approaches: A global perspective*. Palgrave-Macmillan. 2009 ( Pg No. 3-10, 11-34, 35-53)
3. Mackay, Hugh, and Tim O'Sullivan, eds. *The media reader: continuity and transformation*. SAGE Publications Limited, 1999. 13-28, 43-73, 287-305.
4. Ninan, Sevanti. *Headlines from the heartland: Reinventing the Hindi public sphere*. SAGE Publications Pvt. Limited, 2007.
5. Curran, James. "Rethinking mass communication." *Cultural studies and communications*. London: Arnold (1996).
6. McQuail, Denis. *Mass communication theory: An introduction*. Barcelona, 1991. 79-111
7. Berger, Arthur Asa. *Media and society: A critical perspective*. Rowman & Littlefield, 2012. Pg 9-21, 167-180
5. Nichols, Joe & Price, John, *Advanced Studies in Media*, Thomas Nelson, 1999. 42-55
6. Thirumal, P., and Gary Michael Tartakov. "India's Dalits search for a democratic opening

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2
CO3	3	2	2	2	2	2	3
CO4	3	2	3	3	2	2	3

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**AEC5: OFFERED FROM THE POOL**  
**AEC5- JMUETA5 - CORPORATE COMMUNICATION**

**Course Objectives**

1. To understand the concepts and evolution of corporate communication in the context of organizations
2. To learn the media relations and corporate reputation management
3. To learn the various applications of corporate communication

**Unit I**

**Corporate Communication** – Definition, concept, and evolution of Corporate Communication , Stakeholders. Corporate Communication and Marketing, Corporate Communication and Brand management

**Unit II**

**Applications of Corporate Communication** - Media relations, Public Relations: tools and techniques, Writing for media, Community Relations and CSR, Employee Communication, Corporate Communication in Brand Promotion, PRSI

**Course Outcomes**

1. Course will enhance knowledge and Skills of Fundamentals of Corporate communication PR.
2. Students will be able to Understand the strategic of media relations and corporate communication management
3. Students will be able to understand prerequisites of writing for different media platforms

**Textbooks**

Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.

Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

**References**

Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.

**Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR.***

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	3	2	2	1
CO2	3	2	2	3	2	2	2



## **SEMESTER VI**

### **C13 : JMUFTT13- Advanced New Media**

#### **Course Objectives:**

1. To Learn the basics of New Media framework
2. To understand the sociological, critical and cultural perspective of New Media
3. To learn the digital production for New Media

#### **Course contents:**

##### **UNIT 1**

Basics of New Media Frameworks – Genres and Environments, Understanding New Media Ecologies, Trans-medial Storytelling, Genres – Digital art, Digital Cinema – New Media Fiction and Documentary, Gaming and Player Culture, Virality, et al.; guerrilla media; festival, media spaces

##### **UNIT 2**

Sociology of the Internet and New Media Social Construction of Technology, Interface, Digital inequalities – Digital Divide and Access, Economy of New Media - Intellectual value; digital media ethics, new media and popular culture.

##### **UNIT 3**

Critical New Media ,Who controls New Media, Questions surrounding net neutrality and related issues, Surveillance and the state, Cyber security and issues of privacy, the Internet and public sphere

- politics and public sphere in the digital age.

##### **UNIT 4**

Participatory culture, Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media- digital media and identities, new media campaigns.

##### **UNIT 5**

Project and Production ,Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro blogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

#### **Things to Do:**

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.
2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.
3. An observational field project on use of new media in Panchayats/rural areas like the Bharat Broadband Project leading to a monograph/short is also recommended.
4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a Cyber Media campaign.

#### **Course outcomes:**

1. Understanding of the basics of the New Media production
2. Understanding of the sociological, critical and cultural perspective of New Media
3. Learning of the digital production for New Media

#### **Readings:**

“New Media and New Technologies” by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen, J. “The People Formerly Known as the Audience” What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

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	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	1	1	1
CO2	3	3	2	3	3	3	2
CO3	3	2	3	3	2	2	3
CO4	3	3	1	3	3	3	1

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## **C14: JMUFTT14- Communication Research and Methods**

### **Course Objectives:**

1. To introduce the fundamentals of research and describe the relationship between mass communications
2. To explain the process, concepts and techniques of different research
3. To infer the impact of research in mass communication
4. To introduce various approaches, elements, and data analysis methods used in media research
5. To help students to prepare research design for various media and prepare a dissertation

### **Course contents:**

#### **Unit I –**

Introduction to Research-Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

#### **Unit II –**

Methods of Media Research, Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis, Historical research.

#### **Unit III –**

Sampling-Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error, Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys, Online Polls, Published work.

#### **Unit IV-**

Methods of analysis and report writing, Data Analysis Techniques; Coding and Tabulation, Non-Statistical Methods (Descriptive and Historical) Working with Archives; Library Research; Working with Internet as a source; Writing Citations, Bibliography, Writing the research report

#### **Unit V –**

Ethnographies and other Methods, Readership and Audience Surveys, Ethnographies, textual analysis, discourse analysis Ethical perspectives of mass media research

### **Course outcomes:**

1. Students would learn the definitions and basic concepts of research, communication research, media research and social research with its features and differences
2. Learners would gain knowledge about the need, role, importance, functions and ethics of research
3. Learning of the digital production for New Media
4. Students would learn the various types of research.
5. Understanding of the strengths and weakness of the various research methods used in mass communication research

### **Readings:**

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81; 83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
  - John Fiske. *Introduction to Communication Studies*, Routledge Publications, 1982.
  - David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon, 2002.
  - Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.
  - Bertrand, Ina and Hughes, Peter. 2005. *Media Research Methods; Audiences, institutions, Texts*. New York; Palgrave

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CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2
CO2	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2
CO4	3	2	3	3	3	3	2

### DSE 3: SS/EC/DSE-502A- A-Multi-Media Journalism

#### Course Objectives:

1. To understand the multimedia and its uses in journalism
2. To learn skill of media writing on multimedia platforms
3. To learn the uses of multimedia for photojournalism and audio-video content generation
4. To learn the uses of multimedia in mobile journalism

#### Course contents:

##### Unit 1

Introduction to Multimedia, Multimedia and interactivity, Basics of multimedia reporting, importance of audio, photo and video production skills in the newsroom in contemporary times, brainstorming about story ideas, developing a portfolio – print and online, legal and ethical issues and diversity in the media - media law, ethics, multicultural sensitivity.

##### Unit 2

Print Process of Production: Decision making and skills for multi-platform communications, Paraphrases, quotes and attribution in media writing, News Writing for Web, Content Development, Sources and Online Research, Story Organization, Strategies for effective interviewing and note taking, Interviewing Techniques.

##### Unit 3

Photograph, Photo on Screen: Rule of thirds, focal point, Composition., Photography as a powerful tool to tell a story. Dynamic content and visual medium, increasing importance of photojournalism in today's journalism, Photography and cutlines as an important part of storytelling. placements & Visual Design

##### Unit 4

Audio & Video Content

Focus on audio recording, telling stories with sources and natural sound, bytes, editing & Placement of sound, Storytelling with video, broadcasting/ webcasting: Collecting content, Structuring story, Writing, video editing with interviews and B-roll, streaming.

##### Unit 5

Mobile journalism, Screen sizes & responsive web, Information multimedia and web architecture, Marketing websites, corporate websites, web feature stories, key points for web interactive narrative, interactive users vs linear narratives, elements of an interactive writer. Final project incorporating elements from all the previous unit —taking a story and adding audio, photo and video to compliment it for online publication.

#### Course outcomes:

1. Understanding of the multimedia and its uses
2. Learning of the skill of media writing using multimedia platform

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3. Learning of the uses of multimedia for photo journalism and audio & video content generation
4. Learning of the uses of multimedia in mobile journalism

**Suggested readings:**

Savage, Terry Michael, and Karla E. Vogel. *An Introduction to Digital Multimedia*. Jones & Bartlett Publishers, 2013.

Christin, Anne-Marie, ed. *A History of Writing: From Hieroglyph to Multimedia*. Flammarion-Pere Castor, 2002.

Korolenko, Michael. *Writing for Multimedia: A Guide and Source Book for the Digital Writer*. Pearson, 2005.

Garrand, Timothy. *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media*. CRC Press, 2006

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	3	2	2	3
CO2	3	3	2	3	3	3	2
CO3	3	3	1	3	3	3	1
CO4	3	3	2	3	3	2	2

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## DSE 6: SS/EC/DSE-502A- B-Introduction to Film Studies

### Course Objectives:

1. To understand the language of cinema
2. To learn the forms & style of cinema
3. To understand the historical development of Chhattisgarhi Cinema, its issues and prospects
4. To know the historical development of Hindi Cinema

### Course contents:

#### Unit I -

Language of Cinema Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element Genre and the development of Classical Hollywood Cinema

#### Unit II -

Film Form and Style, German Expressionism and Film Noir, Italian Neorealism , French New-Wave

#### Unit III -

History of Chhattisgarhi Cinema, problems and prospects of Chhattisgarhi Cinema, Future of Chhattisgarhi cinema

#### Unit IV -

Hindi Cinema, Early Cinema and the Studio Era 1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave, Globalisation and Indian Cinema, Film Culture

### Recommended Screenings or clips

**Unit I-** *Rear Window* by Alfred Hitchcock (Language of Cinema), *Battleship Potemkin* by Sergei Eisenstein (Language of Cinema), *Pather Panchaliby* Satyajit Ray, *The hour of the Furnaces* by Fernando Solanas

**Unit IV -** *Nishant* by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave), *Pyaas* by Guru Dutt

### Course outcomes:

1. Understanding of the language and grammar of cinema
2. Knowing the various forms and style of cinema
3. Understanding of the historical development of Chhattisgarhi Cinema, its issues and the challenges for future prospects
4. Understanding of the historical development of Hindi Cinema

### Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol.I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in *Ideology of Hindi Film* by Madhava Prasad.. New Delhi: Oxford University Press. 1998

*Global Bollywood* by Anandam P. Kavoori and Aswin Punanthebekar Eds. New York: New York University Press. 2008

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	2	2
CO2	3	3	2	3	3	3	2
CO3	3	2	2	3	2	2	2
CO4	3	2	2	3	2	2	2

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SEMINAR: 02 Credits

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## **DISSERTATION/PROJECT: 06 Credits**

### **DISSERTATION & PROJECT –JMUFD1- DISSERTATION & VIVA-VOCE**

#### **COURSE OBJECTIVES**

1. To develop skill competencies specific to an occupation or profession.
2. To expand oral and written communication skills.
3. To learn cultures and to work effectively within diverse environments.
4. To acquire additional interpersonal communication and interaction skills.

Every student will have to prepare a dissertation in any area of Journalism and Mass communication detailed in the curriculum under the guidance of regular faculty member. The objective of the exercise is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research based effort and should endeavor to create new knowledge in any area of Journalism and Mass Communication. The guide(s) to supervise such dissertations will be appointed by the Head of the Department from among the regular faculty members of the Department. The guide(s) should certify that the dissertation is based on the work carried out by the candidate. Three copies of the dissertation should be submitted to the Head of the Department within clear 15 days (including holidays) before commencement of the Fourth Semester examination for onward transmission to the Controller of Examination. The students at their own cost should carryout preparation of the dissertation. The dissertation will be evaluated both by the internal and external examiners and marks shall be communicated to the Controller of the Examination through the Head of the Department.

#### **Outcomes of Course**

1. Upon successful completion, students will have the knowledge and skills to: plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions.
2. They appropriately apply qualitative and/or quantitative evaluation processes to original data.
3. Understand and apply ethical standards of conduct in the collection and evaluation of data and other resources.
4. Communicate research concepts and contexts clearly and effectively both in writing and orally.

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	3	3	3

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## JMUATL2- Print Journalism and Production

### Course Objectives:

1. To know about the Print Journalism and its types
2. To know the newspaper production process
3. To know the modern technology of printing
4. To learn advanced newspaper and magazine editing

### Course contents:

#### Unit 1:

Specialized Reporting, Business/economic, Parliamentary, Political

#### Unit 2:

Trends in Print journalism, Investigative journalism/ Sting operations and related case studies, Impact of Technology on newspapers and Magazines, Ethical debates in print journalism: ownership and control.

#### Unit 3:

Production of Newspaper, Principles of Layout and Design: Layout and format, Typography, Copy preparation, Design process (size, anatomy, grid, design), Handling text matter (headlines, pictures, advertisements) Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

#### Unit 4

Technology and print, Modern Printing Processes, DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe InDesign etc.), Picture Editing and Caption Writing.

#### Unit 5:

Advanced Newspaper and Magazine Editing, Classification of Newspapers and Magazines, Current trends in Newspapers and Magazines with respect to content, Photographs and Cartoons in Newspapers and Magazines

### Course outcomes:

1. Understanding of Print Journalism and trends in Print Journalism
2. Understanding of the newspaper layout and designing
3. Learning of the printing process
4. Learning of the advanced newspaper and magazine editing

### Suggested Readings

1. *Editing: A Handbook for Journalists* – by T. J. S. George, IIMC, New Delhi, 1989
2. *News Reporting and Editing* by Shrivastava, K. M. (1991) Sterling Publishers, New Delhi
3. *Professional Journalism*, by M.V. Kamath, Vikas Publications
4. *Groping for ethics in Journalism*, by Eugene H. Goodwin, Iowa State Press
5. *Journalism: Critical Issues*, by Stuart Allan, Open University Press
6. *Modern Newspapers practice*, by Hodgson F. W. Heinemann London, 1984.
7. *Principles of Art and Production*, by N.N. Sarkar, Oxford University Press

CO	PO			PSO			
	PO1	PO2	PO3	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2
CO2	3	3	3	3	3	3	3
CO3	3	3	1	3	3	3	1
CO4	3	3	1	3	3	3	1

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